



DESIGNING ENGLISH VISITING BANYUMAS APPLICATION TO PROMOTE TOURIST DESTINATIONS

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Abstract

This job training report was entitled “Designing English Visiting Banyumas Application to Promote Tourist Destinations”. The writer conducted job training started on Monday, February 1st, 2021, to Sunday, February 28th, 2021. The purpose of implementing the job training was to help the Banyumas Tourism, Sport, and Youth Office create a tourism promotion strategy in digital form. Banyumas has many beautiful tourist objects that were still not widely known by the public. Therefore, an application called Visiting Banyumas was created. This android-based application was created to make it easier for the public to get complete information about tourist attractions that are effective, massive, fast, and cheap. The method of making this application used the Waterfall method. This method could also be referred to as a linear sequential model or a classical life cycle. The approach used was a software approach sequentially starting from analysis, design, construction, testing, and maintenance. The implementation of this job training resulted in the Visiting Banyumas application, which could be downloaded for free on the Google Play Store. Six important aspects in the application are tourist objects and their history, tourist villages, culture, art, culinary, tourism, admin phone numbers, accommodation, and directions. All of these aspects contained titles, photos, and complete explanations. The latest news is contained in the application. The bookmark feature in the application could also help users to more easily access the application. This application is expected to help attract tourists to visit the Banyumas area. In addition, this application also uses English, which could be easily accessed and understood by foreign tourists. That is way, it could increase the number of foreign tourists who wanted to enjoy some of the beautiful places in Banyumas.

Keywords: Application, Visiting Banyumas, Google Play Store, English

Introduction

The Industrial Revolution 4.0 makes a country no longer use machines and production capacity. The World Economic Forum said that the change is better than before, because of a change occurring at the time is affected by the development of information technologies such as software, hardware, and the development of the internet, which is very fast (Warmayana, 2018). This change is a real from the changes that have been there before, and it is not a threat to workers, but a system update that is very desirable for workers, especially for those who are reliable in using information technology from the internet (Idrus, 2018). It is becoming a world trend that affects all aspects of life, including the tourism sector.

Etymologically, the word "tourism" comes from the Sanskrit language, it means travelling, leaving one's home, hometown, place of residence to get around. The term of tourism in Indonesia appeared in the early 1960s was a proposal by President Soekarno to Sultan Hamengku Buwono IX as Chairman of the Indonesian Tourism Council. The tourism industry, currently the center of government, is related to the plan to develop the creative industry in Indonesia until 2025. The Tourism Office as the leading sector, said that one of the purposes of tourism development is to alleviate poverty. The tourism sector is considered capable of having a positive impact on the regional economy and improving the welfare of the people in the affected areas (Hermiyanty and Betrin 2017). Tourism can increase people's economic growth, as well as improving the welfare of the community in tourist areas.

At the same time as the Industrial Revolution 4.0 currently, in Banyumas, there are so many tourist attractions that have not been visited much because of the lack of attractive promotions. Banyumas has the potential in the field of tourism, including natural tourism, cultural tourism, historical tourism, and artificial tourism. Various efforts to develop tourist attractions to increase the carrying capacity of tourism are being intensively carried out in various regions, from village to sub-district level. (Hermiyanty and Betrin 2017)

Creating various digital promotional media is a real step in increasing regional tourism promotion because currently, the most effective promotional media is digital promotion media. The user only needs one click on the application and then all the necessary information will appear. Digital promotions also make tourist attractions in Banyumas easier to be known to more people throughout the region. It is different from promoting tourist attractions only by using paper leaflets or banners because not all drivers will read all the information. Driving or stopping at traffic lights is just for a limited time, and the funds spent for promotion by using paper leaflets or banners require a lot of additional costs, especially since there is a time limit for banners installation. Therefore, the Visiting Banyumas android-based application was made to make it easier for the public to get complete information about tourist attractions that are effective, massive, fast, and inexpensive. Following are the features contained in this application, namely various kinds of tourist villages, tourist objects and their history, arts and culture, accommodation, traditional food, contact persons, and maps.

Through a user-friendly application that can be downloaded for free on Google Play Store, the Visiting Banyumas application is also expected to help

attract tourists to visit the Banyumas area after seeing the completeness of the images and explanations contained in the application. Moreover, this Visiting Banyumas application also uses English that can be easily accessed and understood by foreign tourists. That way, it can increase the number of foreign tourists who want to enjoy some beautiful places in Banyumas.

Theoretical Review

A. Theoretical Framework

1. Mobile Application

Mobile applications are software that works on mobile devices such as smartphones. Mobile applications can also be downloaded on smartphones through particular sites, besides that mobile applications have particular functions that make a smartphone more functional. Mobile applications make it easier for users to carry out activities such as the business process, learning, completing office tasks, browsing, or just looking for entertainment on game features, music players, and video players anywhere and anytime. (Waliyuddin et al., 2019).

Android is an operating system designed for mobile devices such as tablet computers and smartphones. Android Linux-based was originally developed by Android, Inc. with the financial support of Google, which later bought it in 2005 (Kusniyati & Pangondian Sitanggang, 2016).

2. Tourist Attractions in Banyumas

Tourist destinations are divided into 3, namely natural or environmental tourism objects (ecotourism), socio-cultural tourism objects, and special-interest attractions. Tourist attractions in Banyumas are dominated by nature tourism. Based on the Central Bureau of Statistics of Banyumas Regency in 2018, the number of visitors in Banyumas was 304,876 from domestic and foreign tourists. While the number of hotels in Banyumas, there are 16-star hotels and 168 non-star hotels. This number decreased from the previous year, namely in 2017, with 578,097 from domestic and foreign tourists. (Umiyati, 2021)

3. Promoting Tourist Attractions in Banyumas

Tourist visitors to Banyumas are mostly millennials. They get a lot of information related to tourist attractions, 42.30% from friends, 36.65% from social media, 13.46% from family or relatives, and 7.69% from closest neighbors. From the available data, it is proven that social media or digital promotion ranks second. The Banyumas government is also intensifying tourism promotion in the form of digital promotion so that it covers more people and can increase the number of visitors to Banyumas Regency. (Dewi et al, 2020)

B. Previous Study

Many people have researched how to promote a destination from different perspectives. The first previous study is “Digitalisasi Destinasi sebagai Strategi Pengembangan Promosi Pariwisata di Kabupaten Magelang” written by Lintang Muliawanti and Dwi Susanti. In this study, the writer have studied the city of Magelang where tourists visit in a very short time, which causes low income. Therefore, the writer makes a breakthrough to increase the number of visitors who come for a long time by digitizing the destination (Muliawati et al, 2020)

The second previous study is “E-Tourism: Antara Konsep dan Implementasi dalam Mendukung Industri Pariwisata Indonesia” by Hidayatulah Himawan (Himawan, 2015). In this study, the writer has studied E-Tourism that can provide an information service about tourism, hotels, banks, and others through a system developed through WAP. E-Tourism also aims to make it easier for potential visitors to get information because it can be accessed easily on a smartphone.

The third previous study is “Aplikasi Virtual tour Tempat Wisata Alam di Sulawesi Utara” by Hera Wulanratu Wulur, Steven Sentinuwo, and Brave Sugiarto (Wulur et al., 2015). In this study, the writer has studied the creation of a virtual tour application to be able to visually display the beauty of tourist attractions in North Sulawesi. It aims to develop interactive applications that can introduce a location.

From those previous studies, the writer tries to improve the research about the forms of digital promotion. In this case, the writer designing an

application named Visiting Banyumas. Those previous studies give much input in research because they have the same topic so that the writer will be able to improve the research digital promotion, especially in the Visiting Banyumas application.

C. Company Profile

Banyumas Tourism, Sport, and Youth Office is the executor of local government affairs in the field of tourism and cultural preservation in its working area. The address of Banyumas Tourism, Sport, and Youth is Prof. Dr. Suharso Street No. 45, Mangunjaya, Purwokerto Lor, Banyumas Regency, Central Java 53114.

Methods

A. Direct Practice

The direct method is a learning process that is carried out by being directly involved in the activity being studied (Chalik, 2020). At the time of making the application, the writer practiced directly. The writer learns various things that are done to produce an application.

1. The Methods of Designing Application

The process of designing Visiting Banyumas application uses the Waterfall method. This method can also be referred to as a linear sequential model or classic life cycle. The approach used is the software approach in sequence starting from analysis, design, construction, testing, maintenance. (Indriani, 2015).

There are five processes of making the application:

a. Analysis Software

Users collect software requirements intensively to specify software requirements to understand what kind of software is needed. At this step, the requirements specification needs to be documented (Indriani, 2015).

b. Design

Software design is a process that focuses on the steps of creating a software program design such as data structures, software

architecture, interface representations, and coding procedures. At this step, the resulting software design needs to be documented (Indriani, 2015).

c. Construction Code Of Program

The computer program produced at this step must be following the design that was made at the design step, and the design must be translated into a software program (Indriani, 2015).

d. Testing

At this testing step, it must be ensured that all parts have been tested, this step is done to minimize errors, and the results are as desired (Indriani, 2015).

e. Maintenance

Software changes can occur when it has been sent to the user, this can occur because of an error that appears but was not detected during testing. At this step, the development of a specification analysis can occur in existing software, but that does not mean creating new software (Indriani, 2015).

B. Literature Review

Literature Review is a method used to collect, evaluate, and develop existing research (Triandini et al., 2019). The writer uses this method to collect various kinds of research on existing digital promotions, then develop them again. The collection of data that the writer can obtain comes from journals, articles, and books provided by the Banyumas Tourism, Sport, and Youth Office.

C. Interview

The interview is the process of someone doing questions and answers to get a statement or opinion from a source about a matter or problem (Sugiyono, 2011). When collecting data using the interview method, the writer sends a message to every admin in the tourist village or tourist attractions to ask about prices, facilities, activities carried out, and also collect the latest photos of these tourist attractions.

Result and Discussion

A. Designing English Visiting Banyumas Application

Making this Android-based Visiting Banyumas application required several steps. The steps in making the application included direct practice in designing the application, collecting some literature reviews, interviews, input data, and uploading data.

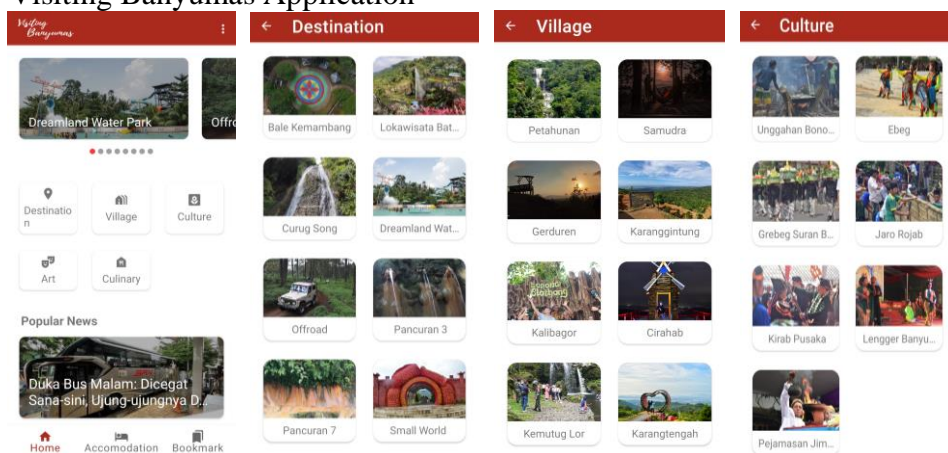
B. Display of Visiting Banyumas Application

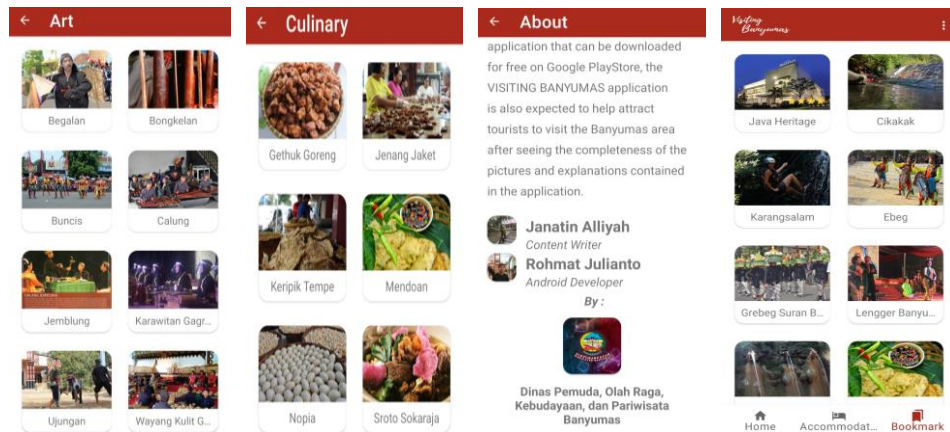
Based on the analysis and design that has been done by the writer. There are the results of the implementation of the software that has been built:

App Logo



1. Visiting Banyumas Application





C. Obstacle

In designing Visiting Banyumas application, there were several difficulties or obstacles. The obstacles that were overcome were:

1. Difficulty in finding the latest photos and data related to tourist attractions in Banyumas.
2. The writer's limited knowledge of vocabulary or terms from various Javanese cultures.
3. Difficulty in promoting the Visiting Banyumas application so that many people download and use it.

D. Solution

Every obstacle that is passed is a challenge that must be faced in designing Visiting Banyumas application. In dealing with these obstacles, several steps were needed to solve them, such as:

1. Requesting soft files and hard files from Banyumas Tourism, Sport, and Youth Office, and directly interviewing tourist destination admins to get the most up-to-date and complete data.
2. Use a dictionary as a tool to look up Javanese cultural terms that are not understood, and consult the Banyumas Tourism, Sport, and Youth Office.
3. The writer shares to social media accounts, and asks friends and family for help to participate in downloading and using it. So that later the application can be wider and get input that can build so that the application can be even better.

Conclusion And Suggestion

A. Conclusion

Based on the results in the previous chapter, the conclusion was drawn as follows:

1. Designing English Visiting Banyumas application is very effective in conducting promotions because this is a digital promotion that is not expensive and the promotion period is forever. This application can also increase the number of domestic and foreign tourists because it uses English and Indonesian. The Visiting Banyumas application also becomes a reference for the application that will be made by the agency. The name of the application is Dolan Banyumas.
2. An application with one media that contains various kinds of information from several aspects, such as tourist villages, tourist attractions, accommodation, culinary, arts, and culture. In contrast to banners which are very limited in conveying information.
3. Android users can download the Visiting Banyumas application from the Google Play Store for free and access it anywhere and anytime. This application is also easy to operate because it is designed to be user friendly with just one click, all of the information will appear, so that children aged 13 years can also use it.

B. Suggestion

In this part, the writer would like to give some suggestions to be considered by Banyumas Tourism, Sport, and Youth Office as follows:

1. Promotion in digital form will be very helpful to increase the number of tourists visiting a destination, so agencies need to make promotions in digital forms, such as social media accounts, applications, youtube, or Instagram.
2. The agency should have one special staff member to be a social media admin, who manages agency accounts so that many visitors go to Purwokerto.
3. The agency makes tour packages in Banyumas with social media to attract more tourists.

The suggestions are written based on the observations that the writer has made. It would be great if these suggestions could be implemented because they have the intent and purpose to improve the quality which might affect the progress of Banyumas Tourism, Sport, and Youth Office.

Finally, the writer realizes that this research still has some weaknesses and mistakes. Therefore, the writer would like to accept any constructive suggestions to make research better.

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